A MARATHON IS MORE THAN A RACE ...

It is a great celebration of spirit and fitness that showcases the passion and zeal of the citizens of a city, and nowhere is it more visible than in the spirit of giving that accompanies all great city marathons. Today, most major cities in India have a city marathon, but Mumbai stands head, shoulder and waist above other cities in the largeness of its heart and the caring power of its society, corporate entities and citizens in giving to causes for the underprivileged.

The association between a distance runner and raising funds for a cause is a long and glorious one. Both activities require similar passion, conviction, determination and hard work. Both are very personal and self-driven. Both are extremely rewarding to the soul. In this docket, we are proud to recognize and applaud the achievers who share this belief.

The Standard Chartered Mumbai Marathon in its 11th edition this year has cemented its place as not just India’s biggest annual sporting event, but also as the biggest charity event in India and the Asian sub-continent. Through United Way of Mumbai, the official charity partners of the event, SCMM 2014 has generated an estimated ₹ 20.11 Crores for 269 participating non-profit organisations, addressing important causes for the less privileged in our society. The amounts raised are a humbling acknowledgement of the tremendous caring and giving power of our communities and also a testimonial to the credible charity platform that the Standard Chartered Mumbai Marathon provides.

Another wonderful aspect of the marathon is the emotional connect of our city authorities with the event. The Government of Maharashtra and the custodians and caretakers of Mumbai’s well-being, have whole heartedly supported this grand sporting spectacle that unites people from different walks of life – running together in a celebration of life, fitness and causes. Their unwavering support has enabled SCMM to showcase the spirit of Mumbai to the world.

No great accomplishment is without its share of inspirational stories and each of the individuals and organisations listed in this docket, serve as a heart warming example, of the great difference and significant contribution we can make to others lives.

Thank you all, for making this phenomenon called the Standard Chartered Mumbai Marathon possible. For giving us your support, time and for pledging to make the society that we live in, a better place. It is a positive social revolution.
MESSAGE FROM THE RAJ BHAVAN
Hon’ble Governor of Maharashtra, Shri K. Sankarnarayan

MESSAGE

The Standard Chartered Mumbai Marathon has emerged as one of the most exciting and eagerly awaited annual events in Mumbai. It is

harrowing to see the entire city, and even people from other parts of the
country, coming out in large numbers either to participate or to cheer the
participants from India and different countries of the world at the
Marathon. I am always moved to see the resolve and determination of the
handicapped and the differently-abled persons who take part in the
marathon defying all physical limitations. It is heartening to note that
the Mumbai Marathon has also emerged as one of the biggest charity
raising platforms wherein an amount of 20.10 Crore has been raised till
date by 269 NGOs.

I congratulate the Event Promoter and the United Way of Mumbai
for their efforts and initiatives in hosting SCMM and wish them
continued success in their future endeavours.

(U. Sankarnarayan)

FROM THE CHARITABLE PARTNER’S DESK

As the curtains come down on what has been the most successful Standard Chartered Mumbai Marathon since inception, the record charity figures in this edition stand testimony to how the
SCMM has transcended its sporting nature to become one of the most important platform for philanthropy in the country and the world. At United Way of Mumbai, we have been on the
crest of this extraordinary platform for giving and a witness to the most remarkable stories of
human generosity towards the well being of others less privileged. Nothing is as beautiful
and uplifting as to have people step out of their comfort zone and reach out to friends,
families and even strangers to come together for a common good.

Our attempt as charity partners is to provide and maintain a strong credible and

efficient mechanism to facilitate the connections between donors and beneficiaries. We try with
every edition to strengthen the charity platform with an effective structure and process, but
ultimately it is the participating NGO’s, their supporters and fundraisers who craft and create
these incredible figures. The SCMM is an opportunity for NGO’s to not only build their
resource mobilization capacity but also more importantly an opportunity to build and nurture
relationships with donors.

14,742 people donated to a cause through SCMM 2014. 1,254 people registered to raise
funds for their cause. Over Rs 20 crores has been raised for 269 organisations to aid their
work in correcting social inequalities. In our society where Rs 1000 can ensure a child goes
and stays in school and Rs 500 can foot medical assistance for the elderly, the impact of this
figure is truly heart lifting. Beyond the monetary figures, thousands of connections and
relationships were made. The Standard Chartered Mumbai Marathon is over within a few
hours in the morning of a very exciting third Sunday of every January but the life altering
impact of the event reverberates in the improved lives of the beneficiaries long after the event.

With our short video titled ‘Give the right way’, our emphasis has also been not just on
Giving but Giving in the Right Way. Each of the 270 participating NGO is approaching its
intervention area through a structured, insightful and effective program, therefore ‘giving’
through organizations that are better equipped to address the issues in more sensitive than
empathy based arbitrary giving which, even though an act of kindness, often do not have
vastened impact.

For the success of the charity figures in this edition, many acknowledgements are due. I would
like to thank the entire team from Procram, who along with the various event partners, make this
extravagant sporting event come alive every year and who through their vision have scripted
an event that goes far beyond the sporting field to create life altering impact for lakhs of
beneficiaries across the country. On behalf of the sector I would like to thank the 171 companies
who chose the SCMM as the medium to direct over Rs 9.7 Crores in donations under the
corporate challenge category. It is always very humbling to be in the presence of a fundraiser,
the youngest is 12 years old and the eldest is 83 years old. This amazing gesture of yours to
extend yourselves on behalf of others is incredible. I am grateful to each and every donor,
for your generosity and willingness to help make a difference. I cannot emphasise here for an
organization facing the beneficiary, every donation and every donor creates a world of a difference.

And finally I want to thank every well wisher of this great event. The greatest strength of the
charity platform is its goodwill. Sometimes the dots are not directly connected or visible and
yet, are integral for creating the big picture. Thank You.
CHARITY AMOUNTS AT A GLANCE

Funds raised through SCMM (2004-2014)
Total Funds raised: ₹ 109.79 cr

SUMMARY OF AMOUNTS RAISED THROUGH
THE STANDARD CHARTERED MUMBAI MARATHON, 2014

AMOUNT RAISED BY
"WE CARE" PARTICIPANTS
 ₹ 5,34,82,295

AMOUNT RAISED BY
THE DREAM TEAM
 ₹ 3,45,80,897

AMOUNT RAISED BY
CORPORATE CHALLENGE
 ₹ 10,34,28,241

TOTAL AMOUNT
RAISED VIA
UNITED WAY OF
MUMBAI
 ₹ 19,14,91,433

AMOUNT RAISED BY
TITLE SPONSOR
STANDARD CHARTERED BANK
 ₹ 14,78,000

AMOUNT RAISED BY
ASSOCIATE SPONSOR
TATA CONSULTANCY SERVICES
 ₹ 6,59,545

AMOUNT RAISED
DIRECTLY BY
NGO'S (ESTIMATE)
 ₹ 75,00,000

TOTAL AMOUNTS
RAISED
 ₹ 20,11,28,978
Highest Fund Raising Dream Champion

Sadashiv S. Naik
For “Titha Education”
₹ 10,00,000

DREAM CHAMPIONS
Individuals who committed to raise a minimum of Rs. 10 lakhs for charity

- Abhay Joshi
  For “Shrimad Rajchandra Love & Care”
  ₹ 10,00,000

- Dr. Bijal Mehta
  For “Shrimad Rajchandra Love & Care”
  ₹ 10,00,000

- Pranam Lahiri
  For “Life Trust”
  ₹ 13,00,900

- Fr. Joseph Ponra
  For “Knits Foundation”
  ₹ 12,84,100

- Rahul J. Kadi
  For “Save The Children India”
  ₹ 16,63,125

Meera Mehta
For “Shrimad Rajchandra Love & Care”
₹ 10,00,300

2nd Highest Fund Raising Dream Champion

Sankara Ramasurivansam, Founder of Aman Seva Sangam, has been a part of the Standard Chartered Mumbai Marathon participating and raising funds for his NGO since the Event’s inaugural year.

"Standard Chartered Mumbai Marathon is a pioneer in providing a platform of multitude of NGOs to raise awareness and funds. I am delighted to be part of this movement. Many people ask what compels Sankara Ramasurivansam to come to Mumbai in January each year all the way from Chennai to participate in the Standard Chartered Mumbai Marathon? My answer is quite simple - disability cannot contain anyone; disability also does not confine one’s efforts to reach out and raise funds. The event is also a great opportunity for my NGO to promote itself. Connect to India fits also as a safer through the event. I will certainly keep coming back and spread the message of goodness each year."

Sankara Ramasurivansam
For “Aman Seva Sangam”
₹ 17,96,100
2nd Highest Fund Raising Dream Wizard

Not new to fund raising through the Standard Chartered Mumbai Marathon, Anisha Johri has consistently been raising funds for Family Service Centre over 4 editions. Family Service Centre is a voluntary organization committed to preserve, promote and strengthen the family as a unit. The centre strives to reach out to families in difficult circumstances through its various non-institutional and community-based programmes, namely sponsorship, foster care, adoption and counseling. The ultimate goal is to empower the family, the core unit of the society. This Dream Wizard has successfully collected ₹ 8,36,856 for her pet NGO, making her the 2nd highest fund raiser amongst Dream Wizards at SCMM 2014.

Since the past 4 years, I have found the Standard Chartered Mumbai Marathon a very effective platform for collecting funds for my chosen NGO. I have been raising funds for Family Service Centre since many years and had been making small contributions in my own way. Through SCMM and United Way of Mumbai, I was able to increase the financial aid to them manifold. It is a concerted effort for a month or two through which I reach out to various friends and family who are spread across the globe. The online donation link makes it all the more easy for people to donate. The credibility offered through this event also makes people donate without any apprehensions. I have consistently had a very fulfilling experience which makes me want to use this as a medium every year.

Anisha Johri
For “Family Service Centre”
₹ 8,36,856.
People of Mumbai are aware and sensitive to the problems faced by society. They are willing to participate in social events and are generous enough to make contributions for a good cause. Every year the event has grown bigger and it is pleasure for me to participate and run in Mumbai Marathon. 

Amar Seva Sangam is grateful to all the sponsors and volunteers in the success of Global Run. Participating in the event makes our organization feel the excitement and sense of achievement.

We would like to thank all the families who have supported us to participate in the Standard Chartered Mumbai Marathon. We feel that the event creates a platform for organizations to raise funds and also share our experiences.
Chandresh Dajlala
For “Unarmed Child Development Centre”
₹ 1,87,860

Darshil Pande
For “Khoel Shakti”
₹ 4,20,000

Dhruva Shroff
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Dharmsh M Shah
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Dhaval Mehta
For “Shrimad Rajchandra Love & Care”
₹ 1,50,400

Dr. Beena Dabhadkar
For “N & K Dabhadkar Cancer Foundation”
₹ 1,50,000

Dr. Nirmal Surya
For “Epilepsy Foundation”
₹ 2,71,862

Dr. Ram Ramdas
For “K.C. Mahindra Education Trust Project - Nashi Kati”
₹ 1,71,525

Dr. Subhadra Anand
For “Save The Children India”
₹ 1,50,000

Ganesh Nayak
For “Animal’s Matter to Me, Mumbai”
₹ 1,60,120

Girish Berkar
For “Yoga Prabhav Bharati (Seva Sanstha) Trust”
₹ 4,08,312

Gurpreet Singh
For “Childline India Foundation”
₹ 1,66,000

J. C. Mamskhar
For “Epilepsy Foundation”
₹ 1,50,000

Kailash Agarwal
For “Epilepsy Foundation”
₹ 1,50,000

Ketan Gujral
For “Isha Education”
₹ 1,59,755

Krishna Ramanathan
For “Isha Education”
₹ 1,76,000

Kunal Doshi
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Leyla R. Mehta
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Manavi Sanstha
For “Save The Children India”
₹ 1,88,593

Manju Pratapkar
For “Isha Education”
₹ 1,50,001

Marjina Sevli
For “Isha Education”
₹ 1,50,000

Mridula Jassani
For “Shrimad Rajchandra Love & Care”
₹ 1,66,000

Nairn Kothari
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Nalini Mehta
For “Shrimad Rajchandra Love & Care”
₹ 1,51,000

Nandini Gandhi
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Narenda Mehta
For “Epilepsy Foundation”
₹ 1,50,000

Neha Vora
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Nidhi Thapar
For “Concern India Foundation”
₹ 1,78,403

Nilan Nayar
For “Isha Education Trust”
₹ 1,50,000

Noopur Desai
For “Isha Education”
₹ 1,50,000

Pareek Jayanilal Shah
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Pradeep Deshpande
For “Vidsa Integrated Development For Youth And Adults”
₹ 1,50,316

Raj T Sathyan
For “Isha Education”
₹ 2,19,751

Rajesh Pulhejok Jain
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Rakesh Mehta
For “Epilepsy Foundation”
₹ 1,50,000

Ramendra R. Juveti
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Ravi Krishnamurthy
For “Isha Education”
₹ 2,05,201

Roshna Jain
For “Shrimad Rajchandra Love & Care”
₹ 1,57,000

Ruchita Mehta
For “Shrimad Rajchandra Love & Care”
₹ 1,50,000

Sachin Bajaj
For “Epilepsy Foundation”
₹ 1,50,000

Sachin Bajaj
<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Sector/Activity</th>
<th>Amount</th>
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<tr>
<td>Samit Desai</td>
<td>&quot;N K Dhhurra Cancer Foundation&quot;</td>
<td>₹ 1,50,000</td>
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<tr>
<td>Sanjay Deygi</td>
<td>&quot;Epilepsy Foundation&quot;</td>
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<tr>
<td>Sanjeev Kapoor</td>
<td>&quot;Forest For Autism&quot;</td>
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<td>Sipati Choksi</td>
<td>&quot;Save The Children India&quot;</td>
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<td>Sapna Bhavnani</td>
<td>&quot;World For All Animal Care And Adoptions&quot;</td>
<td>₹ 1,6,500</td>
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<td>Shambhu V Sinta</td>
<td>&quot;Population First&quot;</td>
<td>₹ 1,83,902</td>
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<tr>
<td>Shrinima Talu</td>
<td>&quot;Jibb Education&quot;</td>
<td>₹ 1,50,000</td>
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<td>Shrevari Vadeyar</td>
<td>&quot;Jibb Education&quot;</td>
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<td>Scopria Premjee</td>
<td>&quot;Agia Khan Rural Support Programme (India)&quot;</td>
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<td>Sahabba Kcla</td>
<td>&quot;Shrimad Rajchandra Love &amp; Care&quot;</td>
<td>₹ 1,52,000</td>
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<tr>
<td>Sumer Punjabi</td>
<td>&quot;Concern India Foundation&quot;</td>
<td>₹ 5,52,500</td>
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<td>Swati Chowdhury</td>
<td>&quot;Concern India Foundation&quot;</td>
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<td>Sarvottam Rao</td>
<td>&quot;Population First&quot;</td>
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<td>Suresh Bhutani</td>
<td>&quot;Epilepsy Foundation&quot;</td>
<td>₹ 1,50,000</td>
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<tr>
<td>Suresh Rawlani</td>
<td>&quot;Dislike India Foundation&quot;</td>
<td>₹ 1,50,002</td>
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<td>Sarat Sanjay Kothari</td>
<td>&quot;Shrimad Rajchandra Love &amp; Care&quot;</td>
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<td>Sunanji Ghosh Akani</td>
<td>&quot;NASEFI, India&quot;</td>
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<td>Swathi Raghuauth Mukherjee</td>
<td>&quot;The Vaasalya Foundation&quot;</td>
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<td>Tara Sharma Saha</td>
<td>&quot;Pargam Charitable Trust, Salum Bombay Foundation &amp; Cancer Patients Aid Association&quot;</td>
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<td>Trishul Shah</td>
<td>&quot;Shrimad Rajchandra Love &amp; Care&quot;</td>
<td>₹ 1,50,000</td>
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<tr>
<td>Unish Shah</td>
<td>&quot;Shrimad Rajchandra Love &amp; Care&quot;</td>
<td>₹ 1,53,000</td>
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<tr>
<td>Vijay Kumar M Rupani</td>
<td>&quot;Shrimad Rajchandra Love &amp; Care&quot;</td>
<td>₹ 1,50,000</td>
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<tr>
<td>Vipul Jain</td>
<td>&quot;Save The Children India&quot;</td>
<td>₹ 5,07,000</td>
</tr>
<tr>
<td>Vivek Krusya</td>
<td>&quot;Cheshire Homes India Bangalore Unit&quot;</td>
<td>₹ 1,50,000</td>
</tr>
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</table>
WE CARE

The 'We Care' category comprises all of the individual donors and fundraisers who may or may not be participating in the Standard Chartered Mumbai Marathon but choose to support causes through the charity platform available of the event. SCMM 2014 saw 1158 individuals registered online fundraising pages, and together with offline fundraisers raised ₹ 2.36 crores for 119 NGOs. The SCMM’s online fundraising pages on the United Way of Mumbai website are the most cost-efficient and convenient means to raise funds for NGOs in India. 100% of all funds donated on the pages are disbursed in full to the beneficiary NGO. UWM absorbs all payment gateway charges on the same. In addition ₹ 3.5 crores was raised through 4053 charity running bills for 215 NGOs at an average of ₹ 1,733 per bill.

The 'We Care Stars' of Standard Chartered Mumbai Marathon 2014 who each raised a minimum of ₹ 50,000 before race day (13th January 2014)

Aditi Kernwar
For “Magic Bus India Foundation”
₹ 84,500

Jerlee Rodrigues
For “Kripa Foundation”
₹ 1,30,000

Sharon Vallis
For “Cancer Kids Care”
₹ 1,26,601

Ahana Rana
For “Womens’ India Trust”
₹ 1,13,100

Mensha Raman
For “Educo”
₹ 1,13,434.77

Srividya Subramanian Vidyasagar
For “Cancer Kids Care”
₹ 87,500

Anuradha Kundu
For “Mentum”
₹ 1,16,600

Mosheen Tolani
For “Cancer Patients Aid Association”
₹ 1,19,051

Divya Bapai
For “Karanajee International Trust”
₹ 62,000

Rajesh Krishnamoorthy
For “Reach to Lead”
₹ 64,909

2nd Highest Fund Raiser (We Care) - Ashik orient
For “Foundation For Mother & Child Health”
₹ 5,52,329.59

I wanted to achieve a personal goal in a 400th birthday present to myself and make an impact on an organisation to which I donate both my time and money. The marathon, and my commitment to training and completing it for the first time at 40, gave me friends and family from across the world a real reason and platform to contribute to my work and support all the kids at the Foundation For Mother & Child Health.

Standard Chartered Mumbai Marathon is a high profile event which everyone is aware of and which has always been known as a fund raising platform for charitable organizations. This made my fund raising efforts easier for Karmyja Trust. My appeal carried more weight and the responses were very good because I was fund raising at the SCMM.
THE YOUNGEST PHILANTHROPISTS

Meera Mehta - Youngest Dream Timber amongst the ladies - 15 year old Dream Champion. Raised ₹ 10,00,000 for Shrimad Rajchandra Love & Care.

A child’s love is said to be the purest form of love. There is a lot to learn from them. So when the sky and excited five-year old Meera experienced her first joy in giving, her life changed forever. At a very early age Meera was taught to say ‘Thank You’ to the less privileged children she was offering goodies to by Guru Potya G onboard their Rakeshthai. It was very simple - you are thanking them as they were giving you an opportunity to serve. A lesson which has stuck on till date.

One of the many principles on which Shrimad Rajchandra Love and Care (SRLC) is based, is similar. SRLC is a 10 activity based programme that focuses on transforming the lives of the less privileged. This programme allowed Meera to explore the condition and lives of people living in rural India. Moved by the disparity she saw and inspired by her Guru, she set forth to make a difference.

At the tender age of 13, Meera set a benchmark by raising ₹ 1 lakh for SRLC in SCMM’s 2012 edition. Meera selflessly asked her friends to donate money instead of giving her gifts on her first teenage birthday party. Meera continued her fund-raising at SCMM and her dedication yielded rewards in the 2013 edition when she raised ₹ 3 lakhs!

However, the story of Meeja does not end here. Through her journey, Meeja’s bond with a girl from rural Gujarat, Somali remains till today. Somali, a girl originally enrolled in the organisation’s school - Shrimad Rajchandra Giridhari in Dharmapuri, was touched by Meeja’s genuineness. Today, thanks to Meeja’s support, spiritually and financially, Somali is studying medicine in an institute in Karmutsara. Deeply motivated by the organisation’s and Meeja’s support and kindness shown to her, Somali feels inspired to give back to society as her way of simply saying ‘Thank You’.

This edition, this 15 year old forged ahead and took up the challenge of enrolling as a Dream Champion. Inspired by her dedication, many came forward to champion her cause. Her friends from the U.S.A., Trina and Hari, too extended their support. Meeja is a true testament to Shrimad Rajchandra Love and Care’s theme this year at the SCMM 2014, ‘Extending Love and Care’.

Sunar Punjabi - Youngest Dream Timber amongst the gentlemen - 13 year old Dream Maker. Raised ₹ 2,52,300 for Concern India Foundation.

When I was younger and saw children on the streets of Mumbai wandering around aimlessly, I wondered why they never went to school like me. I would question my parents about the same and was told that due to lack of funds for their education, their parents were unable to send them to school. When my mother told me about this opportunity to run at the marathon for a cause, I immediately agreed. Being a Badminton player and training daily, I knew I could easily run the 42 kms and that too for a good cause. This excited me and I decided that I would run for Concern India Foundation’s education initiatives to educate underprivileged children living on the streets of Mumbai.

When I first started to raise funds for my cause, I never thought I would be able to raise anything at all. But the month’s build-up to the marathon were an eye-opener for me as I realised that people were more generous and willing to give and donate than I had thought. Whenever I would mention what I was running for, they would come out and donate heartily. This motivated me to do better and to reach out to more and more people. This eventually made me the youngest runner to raise the maximum funds at the 2013 edition of Standard Chartered Mumbai Marathon. More than that, even my school acknowledged my work and appreciated my efforts.

In the last two years I have also learnt a number of ways to raise funds – from directly asking friends and family to donate, to using the social media, to collecting money through newspaper drives. Overall, it has been an interesting and exciting journey so far. I have learnt a lot, not only from my family and friends but also from strangers who have made a difference to my cause and the lives of many other young children through their acts of kindness and generosity.
## CORPORATE CHALLENGE

Companies participate by sending in teams of employees who run in support of charity.

171 companies with 265 teams supporting 87 NGOs
* Organizations whose employees have raised funds.

<table>
<thead>
<tr>
<th>Name of the Corporate</th>
<th>NGO Supported</th>
<th>Total Amount Raised</th>
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</thead>
<tbody>
<tr>
<td>Aamby Valley Ltd</td>
<td>United Way of Mumbai</td>
<td>₹ 4,60,000</td>
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<tr>
<td>Aarti Drugs Limited</td>
<td>Shrimad Rajchandra Love &amp; Care</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Abbott Healthcare Pvt Ltd</td>
<td>Smile Foundation &amp; Sangtexta - A Shelter For Care</td>
<td>₹ 8,60,000</td>
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<tr>
<td>ACC Limited</td>
<td>Salmun Bonthy Foundation</td>
<td>₹ 5,00,000</td>
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<tr>
<td>Accelya Kale Solutions Limited</td>
<td>Catalysts For Social Action</td>
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<td>Accenture Services Private Limited</td>
<td>HelpAge India</td>
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<tr>
<td>Acme Group</td>
<td>The Bombay Community Public Trust</td>
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<td>* Aditya Birla Group</td>
<td>Save The Children India &amp; Helen Keller Institute For Deaf &amp; DeafBlind</td>
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<td>Air Mauritius Limited</td>
<td>Palm’s Care Foundation</td>
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<td>Shrimad Rajchandra Love &amp; Care</td>
<td>₹ 2,75,000</td>
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<tr>
<td>B V Chirmal &amp; Co (India) Pvt Ltd</td>
<td>United Way of Mumbai</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Bank of America</td>
<td>Pantham Education Foundation</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Bain &amp; Company</td>
<td>Parayanv Mitra</td>
<td>₹ 16,00,000</td>
</tr>
<tr>
<td>Bajaj Electricals Limited</td>
<td>Magic Bus India Foundation</td>
<td>₹ 4,60,000</td>
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<tr>
<td>Barclays Bank PLC</td>
<td>Paragon Charitable Trust</td>
<td>₹ 8,60,000</td>
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<tr>
<td>BASF India Limited</td>
<td>Bharti Foundation</td>
<td>₹ 2,75,000</td>
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<tr>
<td>Bhatia Ardil Limited</td>
<td>K. C. Mahindra Educational Trust Project Naithi Kali &amp; Pernama</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Bharat Industries Ltd</td>
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<td>Blue Star Limited</td>
<td>Salmun Bonthy Foundation</td>
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</tr>
<tr>
<td>Boeckinger Ingelheim India Pvt Ltd</td>
<td>Shrimad Rajchandra Love &amp; Care</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Bombay Shun Redevelopment Corporation Ltd</td>
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</tbody>
</table>

Over the last 5 years, Kotak Mahindra Bank has earned the distinction of being the most active corporate at the Standard Chartered Mumbai Marathon. The company has always encouraged employees to raise pledges. A robust communication between Kotak runners, employees and NGOs has shown results in the form of pledges raised by its runners.

"CSR at Kotak is a collaborative effort where both the management and employees across the group work to make a difference for the underprivileged. Standard Chartered Mumbai Marathon is one such platform which gives us an opportunity to contribute collectively. We sponsored runners across the group who not only ran the distance but also raised money. This is a testimony that Kotakians are passionate, committed and eager to do their bit for the underprivileged."

C. Jayaram
Joint Managing Director,
Kotak Mahindra Bank

"Standard Chartered Mumbai Marathon encourages the spirit of running and at the same time creates a platform for corporates, NGOs and individuals to support social causes. This makes the society more participative and helps build awareness of various causes on a wider scale. Kotak Mahindra Bank is also aligned with the philosophy of a collaborative CSR approach. As an organization, Kotak encourages employee participation and involvement in its CSR initiatives. Kotak's participation at the event has led to a growing community of runners in the organization, some with no athletic background, who train and run the marathon not only to improve their fitness level, but also raise pledges for a cause with as much enthusiasm. SCMM as a platform brings together employees across the organization to participate and raise funds collectively for social causes.Over the years, this collaboration has led to a community of enthusiastic Kotak runners who are the marathon for not only their physical wellbeing but also raising pledges for our identified NGOs. Other employees also participate in this endeavor by contributing to the pledge raising efforts of our runners, making it an engaging process."

Rohit Rao
Executive VP and Head Group Corporate Communications, IR and CSR

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*名称为Corporate Challenge参与的公司，由员工组成的团队参与跑步活动以支持慈善事业。

171家公司，265个团队，87个NGO参与。
* 参与公司员工所支持的NGO。

<table>
<thead>
<tr>
<th>名称</th>
<th>支持的NGO</th>
<th>总金额（卢比）</th>
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<td>Abbott Healthcare Pvt Ltd</td>
<td>Smile Foundation &amp; Sangtexta - A Shelter For Care</td>
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<td>ACC Limited</td>
<td>Salmun Bonthy Foundation</td>
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<td>Accelya Kale Solutions Limited</td>
<td>Catalysts For Social Action</td>
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<td>Accenture Services Private Limited</td>
<td>HelpAge India</td>
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<td>Acme Group</td>
<td>The Bombay Community Public Trust</td>
<td>2,75,000</td>
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<td>* Aditya Birla Group</td>
<td>Save The Children India &amp; Helen Keller Institute For Deaf &amp; DeafBlind</td>
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<tr>
<td>Air Mauritius Limited</td>
<td>Palm’s Care Foundation</td>
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<td>Allianz Laboratories Limited</td>
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<td>Allcargo Logistics Ltd</td>
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<td>Ambuja Cements Ltd</td>
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<td>Child Help Foundation</td>
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<td>Teak To Lead</td>
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<td>Anshula International Limited</td>
<td>Habitat For Humanity India</td>
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<td>Ask Group</td>
<td>Mentra</td>
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<td>Bombay Shun Redevelopment Corporation Ltd</td>
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</table>
Philanthropic at heart, Manian contributes regularly towards various causes.

"When I took up running with a view to improve my fitness, the obvious choice was the marathon in my home city, Mumbai. What also attracted me was the concept of raising funds through this platform because it gave a higher purpose to my efforts. Running in marathons can be a hobby for privileged members of society and combining it with a purpose of giving back to the underprivileged section is indeed a very good idea. That primarily was the driving force behind my own decision to raise funds for an NGO."

**Highest Individual Fund Raiser**

**KVS. Manian**

President, Consumer Banking, Kotak Mahindra Bank

For "Cancer Patients Aid Association"

₹ 7,02,100

**3rd Highest Individual Fund Raiser**

**Shanti Panchalasanya**

Psychologist, Corporate and Consumer Banking, Kotak Mahindra Bank

For "Assistance of Poor Children and Adult Migrants"

₹ 3,91,002

**HIGHEST INDIVIDUAL FUND RAISERS**

**IN THE CORPORATE CHALLENGE**

<table>
<thead>
<tr>
<th>Name of the Corporate</th>
<th>NGO Supported</th>
<th>Total Amount Raised</th>
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</thead>
<tbody>
<tr>
<td>Cadbury India Ltd</td>
<td>Concern India Foundation</td>
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</tr>
<tr>
<td>Castrol India Limited</td>
<td>K. C. Mahindra Educational Trust Project Narhi Kuli &amp; The Society for Door Step Schools</td>
<td>₹ 8,00,000</td>
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<tr>
<td>Central Bank of India</td>
<td>Helen Keller Institute For Deaf &amp; Dumbblind</td>
<td>₹ 6,75,000</td>
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<td>Citrus Capital Limited</td>
<td>Life Trust</td>
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<td>Chau Jewels</td>
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<td>Cleartrip Private Limited</td>
<td>Shrimad Rajchandra Love &amp; Care</td>
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<td>* CLP India Pvt Ltd</td>
<td>Magic Bus India Foundation</td>
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<td>Colgate Palmolive (India) Limited</td>
<td>The Aakanksha Foundation</td>
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<td>* Credit Suisse Securities (India) Private Limited</td>
<td>Network In Thane By People Living With HIV (NIT+)</td>
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<td>Crompton Greaves Limited</td>
<td>Save The Children India</td>
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<td>Cross Worldwide Movers Pvt Ltd</td>
<td>Dignity Foundation</td>
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<td>DDFoor Exports</td>
<td>CRV- Child Rights and You</td>
<td>₹ 2,75,000</td>
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<tr>
<td>Development Cred Bank Ltd</td>
<td>Karunya Trust</td>
<td>₹ 4,00,000</td>
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<td>Dewan Housing Finance Corporation Ltd</td>
<td>Unnati Foundation &amp; Swayamsiddhi Matrubharti Matrubhakt Sansodia</td>
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<td>Diebold Systems Pvt Ltd</td>
<td>The Society for Door Step Schools</td>
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<td>Dew Chemical International Pvt Ltd</td>
<td>Bhagwan Mahaveer Viklang Sahayata Sanstii, Mumbai</td>
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<td>DSY Air &amp; Sea Private Limited</td>
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<td>Eclert Services Limited</td>
<td>CRV-Child Rights and You</td>
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<td>Elka World Pvt Ltd</td>
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<td>Ethdial Airways</td>
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<td>Everything Capital Advisors Pvt Ltd</td>
<td>Avvasha Leadership Institute</td>
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<td>FedEx Express Transportation &amp; Supply Chain Services (India) Pvt Ltd</td>
<td>CRV- Child Rights and You</td>
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<td>Franco Indian Pharmaceuticals Pvt Ltd</td>
<td>Save The Children India</td>
<td>₹ 8,00,000</td>
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<td>Fur Mulpixx Pvt Ltd</td>
<td>Swayamsiddhi Matrubharti Matrubhakt Sansodia</td>
<td>₹ 2,75,000</td>
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<td>Ghee Private Limited</td>
<td>People for The Ethical Treatment of Animals, India</td>
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<td>Global Invenoacre Solutions Pvt Ltd</td>
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<td>Godavari Biorefineries Limited</td>
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<td>Godfrey Philips India Ltd</td>
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<td>* Godrej &amp; Boyce Mfg Co. Ltd</td>
<td>Republic Sports Club, Vasanti Memorial Trust &amp; War Wounded Foundation</td>
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<td>Godber Industries Ltd</td>
<td>Teach To Lead</td>
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<td>GPR Limited</td>
<td>K. C. Mahindra Educational Trust Project Narhi Kuli</td>
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<td>Gujarat Pipavav Port Limited</td>
<td>Shri Amerchi Mad Baltha Savra Trust</td>
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<td>* HDFC Asset Management Company Ltd</td>
<td>Save The Children India &amp; The Indian Council for Mental Health</td>
<td>₹ 16,00,000</td>
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<td>HDFC Ergo General Insurance Company Limited</td>
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<td>The Bombay Community Public Trust &amp; India Sponsorship Committee</td>
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<tr>
<td>Name of the Corporate</td>
<td>NGO Supported</td>
<td>Total Amount Raised</td>
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<td>United Way of Mumbai</td>
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<td>Isda Education</td>
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<td>Housing Development Finance Corporation Limited</td>
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<td>ICICI Lombard General Insurance Company Ltd</td>
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<td>Johnson &amp; Johnson Ltd</td>
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<td>₹ 16,00,000</td>
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<td>₹ 2,75,000</td>
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</tbody>
</table>

**Ketak Mahindra Bank Ltd**

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<thead>
<tr>
<th>Name of the Corporate</th>
<th>NGO Supported</th>
<th>Total Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOPAN (Society of Parents of Children with Autistic Disorders), The Indian Council For Mental Health, Cancer Patients Aid Association &amp; Ketak Education Foundation</td>
<td>Mumbai Mobile Creches &amp; HOPE Foundation</td>
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<td>Lodha Charitable Trust</td>
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<tr>
<td></td>
<td>Aseema Charitable Trust</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td></td>
<td>Pratham InfoTech Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td></td>
<td>Aseema Charitable Trust</td>
<td>₹ 6,75,000</td>
</tr>
<tr>
<td></td>
<td>Vidya Integrated Development for Youth and Adults &amp; Mumbai Mobile Creches</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td></td>
<td>The Aakashana Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td></td>
<td>DEEDPS Public Charitable Trust</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Name of the Corporate</td>
<td>NGO Supported</td>
<td>Total Amount Raised</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>--------------------------------------</td>
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</tr>
<tr>
<td>Smartlink Network System Ltd</td>
<td>CRY - Child Rights and You</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Sedeso SVC India Pvt Ltd</td>
<td>Akshaya Patra Foundation</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>State Bank of India</td>
<td>Smile Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Sun Pharmaceuticals Industries Ltd</td>
<td>Shrimad Rajchandra Love &amp; Care</td>
<td>₹ 16,00,000</td>
</tr>
<tr>
<td>* Systems Plus</td>
<td>Save The Children India</td>
<td>₹ 12,10,702</td>
</tr>
<tr>
<td>Tata AIA Life Insurance Company Limited</td>
<td>Childline India Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Tata AIG General Insurance Ltd</td>
<td>Childline India Foundation</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Tata Capital Financial Services Limited</td>
<td>The AURED Charitable Trust &amp; United Way of Mumbai</td>
<td>₹ 14,75,000</td>
</tr>
<tr>
<td>Tata Communications Ltd</td>
<td>Childline India Foundation &amp; Tata Medical Centre Trust</td>
<td>₹ 16,00,000</td>
</tr>
<tr>
<td>Tata Motors Finance Ltd</td>
<td>United Way of Mumbai</td>
<td>₹ 8,00,000</td>
</tr>
<tr>
<td>Tata Realty &amp; Infrastructure Limited</td>
<td>VCorment Foundation</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Tata Steel Limited</td>
<td>People for The Ethical Treatment of Animals, India</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Tetra Pak India Pvt Ltd</td>
<td>The Akanksha Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>* The Hong Kong and Shanghai Banking Corporation Limited</td>
<td>DEEDS Public Charitable Trust, Axiosa Charitable Trust &amp; Cancer Patients Aid Association</td>
<td>₹ 15,05,403</td>
</tr>
<tr>
<td>The Indian Hotels Company Limited</td>
<td>Under The Mango Tree Society</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>The Karur Vysya Bank Limited</td>
<td>Concern India Foundation</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>The Ratnakar Bank Ltd</td>
<td>Concern India Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>The Wadhwaa Group</td>
<td>Shrimad Rajchandra Love &amp; Care</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>The Walt Disney Company (India) Private Ltd</td>
<td>Make-A-Wish Foundation of India</td>
<td>₹ 16,00,000</td>
</tr>
<tr>
<td>* Thermax Limited</td>
<td>The Akanksha Foundation</td>
<td>₹ 7,46,450</td>
</tr>
<tr>
<td>Thomas Cook (India) Limited</td>
<td>Seagull Charitable Trust</td>
<td>₹ 7,25,000</td>
</tr>
<tr>
<td>TLG India Private Limited</td>
<td>Umang Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Torn Shipping India Private Limited</td>
<td>Concern India Foundation</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>TransOcean Offshore International Ventures Limited</td>
<td>United Way of Mumbai</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>UBS Securities India Private Limited</td>
<td>Teach To Lead</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>United Phosphors Limited</td>
<td>Swayamshidh Matmulini Mulashi Matmapal Sashta</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Universal Medicare Private Limited</td>
<td>Able Disabled All people Together (Formerly The Spastics Society of India)</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Viacom 18 Media Pvt Ltd</td>
<td>The Akanksha Foundation</td>
<td>₹ 6,00,000</td>
</tr>
<tr>
<td>Vodafone India Limited - 1</td>
<td>Childline India Foundation</td>
<td>₹ 6,75,000</td>
</tr>
<tr>
<td>Vodafone India Limited - 2</td>
<td>DEEDS Public Charitable Trust</td>
<td>₹ 4,00,000</td>
</tr>
<tr>
<td>Wacker Chemie India Pvt Ltd</td>
<td>Mumbai Mobile Creches</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Welgepus Global Brands Ltd</td>
<td>St. Jude India ChildCare Centres</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Wockhardt Limited</td>
<td>Wockhardt Foundation</td>
<td>₹ 2,75,000</td>
</tr>
<tr>
<td>Zee Entertainment Enterprises Limited</td>
<td>Friends of Tribals Society</td>
<td>₹ 4,00,000</td>
</tr>
</tbody>
</table>

Note: All 75 of us have been blessed to start our 2014 year with such a wonderful event. SCMM 2014 was a perfect display of the spirit, energy, determination and dedication displayed by the people of Mumbai from all strata of the society towards a noble cause of supporting several NGOs. The entire journey was indeed memorable and to be cherished forever. When I reached Bandra-Worli Sea Link along with my fellow Godrejites for my first ever half marathon, I could see the zeal and enthusiasm on everyone's face. The most important part of this journey was the 3 NGOs Godrej has supported this year. I am sure this feeling for running for a good cause in itself added on to our energy boosters.
Funds Raised by NGOs

For Arts, Culture & Sports

Total Amount Raised: ₹ 19,20,500

*Amounts inclusive of Event fees and administrative charges as deducted

Republican Sports Club

₹ 16,74,000

Republican Sports Club promotes our National Game, hockey, with a mission to nurture future talent, spot upcoming sportspersons and provide them with specialized training in order to compete in national/international events with a greater degree of confidence. Republican Sports Club has raised ₹ 8,18,167 over the last three years through participation in the Standard Chartered Mumbai Marathon. Some of our achievements which can be cited are:

• Yuvraj Walmiki and Devinder Walmiki, both Senior and Junior India players, played in the recently concluded Hockey India League 2014
• Upcoming younger Arup Walmiki attended the Senior and Junior India Camps in 2013
• Arup Walmiki captained the Maharasthra team at the Junior Nationals held at Solan, Haryana, in May 2013
• Nine players represented the Mumbai U-19 hockey team at the Junior Nationals held at Solan, Haryana, in May 2013
• With help from Godrej and Boyce, 49 underprivileged boys were provided with the basic needs of hockey players - i.e. hockey sticks and astro-turf shoes. In addition, 20 players are given a stipend every month for their personal needs

The greatest value of this organization is providing the tools and the means to network with peers. We have common problems, but often do not know where to turn for help in solving them. United Way of Mumbai through the SCMM platform provides a pool of resources to find those solutions. Second, of course, is the professional development of budding athletes.

Merubhai Patel
President, Republican Sports Club
FOR DISABILITY

TOTAL AMOUNT RAISED: ₹ 2,73,87,082

*Amounts inclusive of Event fees and administrative charges as deducted

Adapt
Arabia Society
Association for the Welfare of Persons with a Mental Handicap in Maharashtra (AWMMI)
Bajaj Public Charitable Trust
Bhavanica Maharaj Vivekanand Sanyukta Samiti
Centre For Hearing Impaired Children
Cheshire Disability Trust
Doctor's Public Charitable
Forum For Autism
Ghanshyam Doshi Trust
Karishma Pediatric Therapy Centre
Kshetra
Kshetri
MBA Foundation
Mental Health Association of North America (MMAANSA)
Muskann Foundation
National Society for Equal Opportunities For The Handicapped India
Navshakti
Om Creations Trust
Parbhani Foundation
Potter's Institute
Pristine
Rajiv Gandhi Foundation
Regnum Foundation
Rustomjee Charitable Trust
Sahaja Vidya Pratishthan
Sankalp
Sangai Institute
Sense International
Shardha Charitable Trust
Shree Anand Murti Seva Trust
Srijan
Srijoni
Tata Institute of Social Sciences
Vivekanand Gyan Mandir
World Vision
Xavier Foundation

AMAR SEVA SANGAM
₹ 47,38,814

Amar Seva Sangam is a premier organization in the field of disability management in the country, marching towards the dream of a Valley for the Disabled. Located in a remote village Ayikudy in South Tamil Nadu, its mission is to empower disabled citizens through a process of institution and village - based rehabilitation programs.

The organization has raised ₹ 42,26,967 over the last three years of participation in the SCMM. This amount has been utilized for:

- Educating 70 disabled children in our Home
- Imparting Vocational Training to 80 Disabled Youth in our hostel
- Rehabilitating 35 spinal cord injured persons in our Post Acute Care Centre
- Providing Special Education for the 70 Mentally Retarded children in our school for Special children
- Serving more than 13,000 persons with disabilities in over 800 villages adopted by Amar Seva Sangam
The institute which started more than three decades ago in a teacher’s home today is a pioneering NGO in India and South East Asia for the education of Deafblind (a unique disability wherein a person is affected by both hearing, speech and visual impairment). Helen Keller Institute for Deaf and Deafblind (HKIDDB) is the first institute of its kind at least in South East Asia having brought about a change in the lives of many children from their earliest years. The institute opened its services to Deafblind Children when the very existence of Deafblind as a separate disability was still being debated and the word was yet to be coined.

The institute provides free education to Deaf & Deafblind students. It has a strength of 75 Deafblind (of whom 35 are in the age group 6-10 years) and 75 Deaf students. There are also 50 adults undergoing vocational training and rehabilitation programs at the institute. The funds raised through the Standard Chartered Mumbai Marathon are utilized towards sponsoring education of Deafblind. Deafblindness being the severest of severe disabilities has a requirement of high teacher student ratio (1:2).

"As HKIDDB we strongly believe that no one is incapable of being taught and no one can do without education. For it is the fundamental birthright of every child to be educated, loved and accepted with dignity."

Yogesh Desai
Chief Executive Officer
FOR EDUCATION

TOTAL AMOUNT RAISED: ₹ 688,05,092

*Amounts inclusive of Event fees and administrative charges as deducted

Agastya International Foundation
₹ 4,39,000

Apeejay Women's Collective
₹ 1,84,600

Arpan
₹ 45,000

Aseema Charitable Trust
₹ 29,98,991

Atma Education
₹ 31,51,621

Avanti Fellows
₹ 3,08,500

Avaneta Leadership Institute
₹ 5,12,500

Ballygunj Society for Children in Pain
₹ 4,61,000

Bharti Foundation
₹ 3,47,600

Blue Star Foundation
₹ 801,000

CRY Child Rights and You
₹ 29,77,812

Dream A Dream
₹ 3,66,300

Each One Teach One
₹ 23,000

EdeGiv Foundation
₹ 1,36,000

Educo
₹ 2,58,535

Foundation For Promotion Of Sports And Games
₹ 1,000

Foundation To Educate Girls Globally
₹ 2,82,339

Girivans Educational Trust
₹ 5,24,976

GLOBAL Foundation
₹ 12,01,000

Gwalior Hospital And Education Charitable Trust
₹ 8,90,615

Hope Foundation
₹ 4,01,000

Human Capital For Third Sector
₹ 1,83,500

India Sponsorship Committee
₹ 1,38,500

Indian Dreams Foundation
₹ 87,200

Iscon Food Relief Foundation
₹ 3,09,100

Junior Achievement India
₹ 79,600

Jyoti Bahadurshy Sambhaj Sanstha
₹ 2,500

Karanja Trust
₹ 13,03,710

Isha Education, through its Isha Vidhya rural schools and through adoption of rural Govt. schools, is engaged in making quality education accessible & affordable to the rural poor. Presently, there are 9 Isha Vidhya schools serving 5200 children of whom 60% are on full scholarships. 33 Government schools have also been adopted benefiting 2600 children.

The Standard Chartered Mumbai Marathon has helped raise ₹ 1.86 crores over the last 5 years, which have been used to (a) support 250 children with scholarships and non-meds each year, (b) to build 25 new classrooms across the 9 schools, which help educate 1000 underprivileged rural children each year and (c) adopt 2 Govt. schools.

"The Standard Chartered Mumbai Marathon has by far been Isha Vidhya’s biggest fund-raiser year after year. The platform provides the best opportunity to volunteers to enhance their health, transform lives and have a blast doing so. The fact that registration starts early and allows for Corporates to participate has helped us immensely.

Yashodhara Raje Scindia"

Project Director - Isha Vidhya
Project “Nanhi Kali” aims to provide high quality learning outcomes guaranteed education interventions to underprivileged girls studying in government schools in poverty stricken urban, rural, and even conflict afflicated tribal regions in India. The project is currently reaching out to over 85,000 girls across 9 states in India.

Project Nanhi Kali ensures access to, and completion of, quality education at its Academic Support Centres. It provides material support like books, shoes, uniforms and stationery, and social support that involves counseling parents and the community on the importance of issues like education and gender equality. The sponsorship cost is ₹ 3400 per girl child each year for Std. 1-V or, ₹ 3600 per girl child each year for Std. VI-X.

Over the last 5 years, Project Nanhi Kali has managed to raise ₹ 1,87,47,475 over 5 years enabling them to reach out to and educate more than 1600 underprivileged girls from its project areas. They are grateful for donors like Castrol India Ltd, Johnson & Johnson Ltd, Mahindra & Mahindra Ltd and Godrej Reclain & Rubber Products Ltd who have been religiously supporting them for the past few years. They are also grateful to new donors HDFC Ltd, Binani Industries Lt, Novartis India Ltd, SRL, Pratapas Diagnostics Pvt. Ltd and Turner International India Pvt. Ltd., for their generous contributions.

Apart from giving NGOs an opportunity to raise awareness and much needed funds, the Standard Chartered Mumbai Marathon also provides a platform to demonstrate solidarity for a cause that participants strongly believe in. We at Project Nanhi Kali are grateful to the organizers of the SCMC for giving us the opportunity to garner further support for our cause of girl child education. This year, it was extremely heartening to see over 750 individuals come together and run to support education of the underprivileged girl child.

Sneeta Mehta
Trustee & Executive Director
K.C. Mahindra Education Trust

K.C. MAHINDRA EDUCATION TRUST
PROJECT NANHI KALI
₹ 52,98,315

Khele Shala
₹ 4,21,000
Kotak Education Foundation
₹ 7,65,475
Lal Harichandji Anand
Lal Harichandji Anand
Anand Charitable Trust
₹ 5,20,000
Lend-A-Hand India
₹ 2,75,099
Life Trust
₹ 17,90,950
Light Of Life Trust
₹ 5,35,900
Maharashtra Dyslexia
Association
₹ 2,16,499

Maha A Difference
₹ 1,99,895
Mussoor
₹ 4,01,000
Melol
₹ 2,21,000
Milt Charitable Trust,
Milt Charitable Trust,
Bomdoy
₹ 1,70,700
Modern Educational
Modern Educational
Social & Cultural
Social & Cultural
Organization
Organization
 ₹ 3,52,500

New Resolution
India
₹ 85,000
Paragon Charitable
Trust
₹ 31,41,533

Plan International
Plan International
(India Chapter)
(India Chapter)
₹ 2,500
₹ 6,25,400

Pratham Education
Pratham Education
Foundation
Foundation
₹ 2,50,000
₹ 7,34,000

Pratham Infotech
Ra Foundation
₹ 92,500
₹ 1,14,000

RangDe.Org
Room To Read
India Trust
₹ 1,000

Rotary Clubs
Rotary Clubs
Bombay Charities
Bombay Charities
Trust No.3
Trust No.3
₹ 1,07,500

Sahara Charitable
Salaam Baalak
Salaam Bombay
Seva Sahyog
Shelter Don Biscoe
Shilpi Pragati
Smile Foundation
Society
Trust
Foundation
Foundation
Trust
 ₹ 1,20,500
₹ 64,002
₹ 33,10,197
₹ 1,00,601
₹ 11,000
₹ 1,18,500
₹ 21,16,600

K.C. Mahindra Education Trust
Mumbai Mobile Creches (MMC) is a grassroot non-profit founded in Mumbai in 1972, with a vision for all children to have a nurturing and happy childhood. MMC runs comprehensive day care centres for children living on construction sites from birth to 14 years of age, in Mumbai, Navi Mumbai and Thane. Our model is well rounded and includes components of nutrition, health, training and advocacy in order to ensure that all children living on construction sites are safe, healthy and educated.

The funds raised each year from the SCMM help the organization to run its day care centres on construction sites to provide health, nutrition and education to children from birth to 14 years of age.

Education: MMC runs daycare centres for children ages 0-14 living on construction sites, which includes creches, balwadis and after school support for children between 6 to 14 age group who study at nearby municipal schools. Their educational model and materials are all tailored to specifically cater to the migrant child.

Health & Nutrition: MMC provides well-balanced meals and snacks daily to children at its daycare centres. Health of children too is monitored through regular doctor visits and general health and eye camps conducted in partnership with other organizations.

Community outreach: MMC works to create awareness among migrant communities living on construction sites through our advocacy programme. We conduct street plays, Loknust, and run informative “chaat-patti” meetings to raise awareness on important social issues.

Corpus Fund: Some of the donors have directed their funds to our corpus fund, which gives us protection from erratic fund cycles.
A commitment to preserve our environment and battle all forms of pollution led Mrs. Kiran Bajaj to start the NGO Paryavaran Mitra or Friends of the Environment in September 2004. It is headquartered at Shikohabad in Uttar Pradesh.

Paryavaran Mitra’s main objectives are to prevent air, water, land and noise pollution. To fulfil these objectives, it has also been conducting various awareness programmes via. Celebration of Important International days by conducting meaningful effective events. Training to farmers and students on environmental issues; education on clean environment; wall writings on specific places i.e. schools, colleges, mundle, ghats, hospitals, etc; to propagate environment awareness messages, rallies and seminars, street plays, campaigns against use of plastic & consumption of tobacco, non-lighting of Fire Crackers, use of Chemical Colours, etc. It also exchanges information on environmental issues with other NGOs & Corporate & jointly works with them on environmental projects.

“The Standard Chartered Mumbai Marathon is a great platform for like-minded people to come together for a cause, be it for a personal reason, for health, for friends and family or for aCSR you believe in. The Marathon is a great motivating method to get people to open their purses and donate or contribute for the charity they believe in as we’ll keep one-self fit by running or walking. Contributions of employees, friends and family of Bajaj Electricals have benefitted Paryavaran Mitra.”

Mrs. Kiran Bajaj
President, Paryavaran Mitra
FOR HEALTH

TOTAL AMOUNT RAISED: ₹ 3,38,12,667

*Amounts inclusive of Event fees and administrative charges as deducted by UWM

Aditya Jyoti Foundation For Twinkling Little Eyes
₹ 17,500

All India Institute Of Diabetes And Research
₹ 2,500

Americares India Foundation
₹ 15,000

Apet Kidney Foundation
₹ 16,500

Asian Cancer Foundation
₹ 72,500

Alet - India
₹ 4,87,100

Bombay Medical Aid Foundation
₹ 4,02,500

Bal Raksha Bharat (Save The Children)
₹ 2,06,000

Cancer Aid & Research Foundation
₹ 44,150

Cankida Kidscan
₹ 4,02,867

Care Foundation
₹ 1,07,500

College of Social Work, Nilima Niketan
₹ 2,77,500

Deepakhi
₹ 1,07,500

Epilepsy Foundation
₹ 17,50,882

Foundation For Mother And Child Health.
₹ 8,15,850

Hemophilia Society Mumbai (Chapter)
₹ 4,400

Indian Cancer Society
₹ 5,96,524

Indian Epilepsy Association
₹ 1,76,000

Jivan Jyoti Drug Bank
₹ 1,00,000

SAHAS, K.J.Somany Medical Trust
₹ 1,19,201

Kalavati Rajnikant Kanakia Foundation
₹ 1,52,500

Kanoria Seva Kendra
₹ 2,500

Kasturi Foundation
₹ 2,35,101

Kripa Foundation
₹ 16,81,201

Maharashtra Lokshila Seva Mandal
₹ 2,500

Make-A-Wish Foundation Of India
₹ 23,97,000

N.K.Dhahar Cancer Foundation
₹ 8,08,501

National Liver Foundation
₹ 2,41,027

Shrimad Rajchandra Love and Care (SRLC) is an initiative to bring joy and offer service to all living beings. Shrimad Rajchandraji is its divine source of inspiration. Under Pujya Gurudevshri Rakeshbhaari's able guidance, SRLC has over 30 projects spread across 30 cities worldwide, having touched over one million lives.

Over the last 5 years, SRLC has raised over ₹ 4.50 crores for its social initiatives by using the Standard Chartered Mumbai Marathon as its fund raising platforms. At the 2014 edition of SCMM, SRLC also has the distinction of being the NGO with the highest number of Dream Teams and Corporate Challenge teams.

• A one of a kind Rehabilitation Centre for physically challenged named Shrimad Rajchandra Viklang Centre was established. Through this programme, residential rehabilitation camps and outreach camps were introduced.

• Housed at SRLC’s hospital, the Neonatal Intensive Care Unit underwent expansion with new equipment and enhancement of overall facility. The NICU plays a major role in saving lives of over 500 infants annually born prematurely or with birth complications.

• A Blood Storage facility was set up in the hospital and an air-conditioned ICU/Ambulance Van was put into service for the benefit of the underprivileged.

• A secondary and higher secondary school (science) was set-up for tribal students. Through the Shrimad Rajchandra Educational Aid project, school bags, notebooks, ball pens, etc. were distributed to over 2,50,000 needy students at highly subsidised rates.

• A new facility to provide employment to rural women was set-up. Humanities Care initiatives touched the lives of over 4,00,000 people which included the aged, deserted, terminally ill patients and the road side poor.

• Over 10,000 animals were saved from slaughter and rehabilitated to animal shelter homes and over 4000 animals were given medical treatment under the Shrimad Rajchandra Mobile Veterinary Service.

SRLC treated over 3,00,000 patients last 3 years and it's focused effort of working towards the health of the underprivileged won it the Medscape India Award for "Excellence in Rural Health".
Cancer Patients Aid Association (CPAA) is an all-encompassing cancer help-agency that works towards patient care, aid and assistance, awareness and advocacy. CPAA has a holistic approach to treatment of cancer right from detection to the rehabilitation of the patient thereby totally managing the disease.

CPAA through its participation at the Standard Chartered Mumbai Marathon over the last 5 years has raised an aggregate of ₹ 64,39,173. These funds have been utilised in aid for more than thousand leukemia patients.

Standard Chartered Mumbai Marathon continues to be one of the biggest fundraising platforms for CPAA. The Funds raised have been utilised to aid over thousand patients i.e. Children having Leukemia. Many of them are now totally cured and leading a normal life, while others are undergoing treatment.

Mr. Y. K. Singhe
Founder Chairperson CEO
Cancer Patients-Aid Association
FOR LIVELIHOOD GENERATION

TOTAL AMOUNT RAISED: ₹ 17,85,938

*Amounts inclusive of Event fees and administrative charges as deducted

SCMM has emerged as the most important fund raising tool for a small organisation like ours because of the ease of doing as well as the high visibility of the event.

Sajana Krishnamurthy
Executive Director, UTMT Society

Under The Mango Tree Society (UTMT) takes beehooping to a small marginal farmers in order to increase their agricultural incomes through better yields and honey.

The organization raised ₹ 4,88,860 at the 2013 edition of the Standard Chartered Mumbai Marathon. Part of the funds was used for a two-day advanced Master Trainer training held in Gujarat in November 2013, to equip UTMT’s old Master Trainers and budding Master Trainers (MTs) in Gujarat and Maharashtra with advanced bee-keeping techniques. The main focus of the training was on new techniques to keep the honeybee colony healthy which would help increase quantities of honey obtained. Several MTs have reported that the training was quite useful as after putting it into practice, they have seen less number of colonies abandoning and healthier bee-boxes which points towards a good honey flow season in 2014. The rest of the funds have fed into year-long training for groups of farmers in Gujarat.

UNDER THE MANGO TREE SOCIETY

₹ 6,38,590

FOR OTHER CAUSES

TOTAL AMOUNT RAISED: ₹ 2,60,550

*Amounts inclusive of Event fees and administrative charges as deducted

AF Trust ₹ 1,35,500
Desire Society ₹ 2,500
Gram Vikas Trust ₹ 2,500
Samaj Seva Sanstha ₹ 2,500
Shri Sadguru Seva Sangh Trust ₹ 1,15,000
The Humnasaf Trust ₹ 2,500
FOR SOCIAL, CIVIC & COMMUNITY DEVELOPMENT

TOTAL AMOUNT RAISED: ₹ 78,88,457

*Amounts inclusive of Event fees and administrative charges as deducted

- Abhi Foundation: ₹ 66,000
- Action Aid Association: ₹ 2,77,500
- Aga Khan Rural Support Programme (India): ₹ 2,62,858
- Bharat Chamber of Commerce: ₹ 22,000
- Committed Communities Development Trust: ₹ 1,30,000
- Corp India Trust: ₹ 1,34,500
- Cortop Research Foundation: ₹ 1,07,500
- Eve Foundation: ₹ 1,36,500
- Girdhard Foundation: ₹ 1,42,500
- Gooru: ₹ 1,29,502
- Indian Merchants Chamber Relief Fund: ₹ 1,14,509
- Karnayogi Patindhan: ₹ 1,07,200
- Lodha Charitable Trust: ₹ 4,01,000
- Navaranash Trust: ₹ 2,06,500
- Rotary Club of Bombay Peninsula: ₹ 32,000
- Rotary Club of Bombay Queen's Necklace Charitable Trust: ₹ 64,000
- Rotary Club of Donora: ₹ 38,000
- Rotary Club of Mumbai Lakes Charitable Trust: ₹ 1,85,000
- Savitha Chohdral Dementia Charitable Trust: ₹ 1,06,000
- Security Giving: ₹ 2,79,600
- Social Action for Manpower Creation: ₹ 1,000
- The Bombay Community Public Trust: ₹ 6,36,500
- The Bridge Public Charitable Trust: ₹ 2,500
- The Foundation: ₹ 1,06,000
- United Way of India: ₹ 35,494

United Way Mumbai Helpline (UWMH) executes public-private partnership projects for betterment of environment, community health and disaster preparedness in Mumbai.

Through funds raised during SCMM in past few years, United Way Mumbai Helpline has been able to achieve the following:

- Preparing Mumbaikars in Disaster Response: Training of 1000 Mumbaikars in basic disaster response and first aid skills.
- Empowering Mumbaikars through Clean-Up Winning Cards: A staggering 5000 citizens have signed up for "Your City in Your Hands", a campaign for promotion of cleanliness in the city.
- Eco-Friendly Ganesh Festival: The festival generates a large amount of "trush" (i.e. holy waste in the form of flowers, decoration material and other religious offerings. For three years now, UWMH mobilizes over 500 college youths each year for carrying out ‘Nirmalya collection. segregation and clean-up drives at major immemorisation sites of the city such as Juhu Beach, Girgaon Chowpatty and Dadar Chowpatty. Through these initiatives, UWMH volunteers could reach out to more than 3000 Ganesh Mandals appealing to them to adopt eco-friendly initiatives for the Ganesh Festival.
- Efforts for increasing greenery in the city: 300 trees planted across various locations in the city in maintenance and nurturing for the period of one year through local community participation.
- Clean Railway Station Campaigns in partnership of Western Railway: Western Railway has identified UWMH as the lead NGO for the campaign on cleanliness for which UWMH mobilizes more than 200 college youth from various colleges situated in the vicinity of the railway stations to spread awareness through innovative strategies such as street play performances at railway stations. Poster Exhibitions, One to One Interaction with Commuters, holding placards, posters and banners at railway stations.
As an NGO working in diverse areas, the Standard Chartered Mumbai Marathon over the last 5 years has primarily helped in providing an impetus to our education initiatives.

- The Special Care Centre, a school located in Bandra-Kurla Complex, where 250 hearing impaired and mentally challenged children from less privileged socio-economic backgrounds are given a daily commune, nutritious meals, a holistic educational and vocational training. For the first time in 2013, 10 hearing impaired children appeared for and passed the SSC examination with first class.

- 150 Balivals run by the organization which provides pre-school education to the children from less privileged socio-economic backgrounds to lay a strong educational foundation at an impressionable age.

- 113 comprehensive Study Centres spread across Mumbai having an Accelerated Learning Module to help address the problem of children whose grade level competencies are below their age-appropriate grade level.

“I never used to like math, but now I like it because it is being taught through games.”

- Priya Ranseep Kadam [4th grade, Ambidkar Municipal School]

“If I like to write in workbooks instead of regular notebooks, because in workbooks I can use different colours and paint.”

- Malvika Lokhande [5th grade, Ambidkar school]

De Subhadrab Anand
CEO, Save The Children India

FOR WOMEN, CHILDREN AND AGED
TOTAL AMOUNT RAISED: ₹ 3,95,47,744

*Amounts inclusive of Event fees and administrative charges as deducted
ABOUT UNITED WAY MUMBAI

United Way of Mumbai (UWM) is a non-profit organization advancing the common good, creating opportunities for a better life for all by focusing on education, income and health. Through collective action, UWM endeavors to engage the corporate sector into meaningful Social Responsibility initiatives by mobilizing the caring power of communities, uniting individuals and organizations with the will, passions, expertise, and resources needed to solve problems.

UWM is a member of the United Way Worldwide network which is present in 41 countries. Globally there are 1800 local chapters that collectively raise more than USD 5.2 billion annually, from 11 million donors and 2.5 million volunteers. The United Way movement mobilizes millions to action — to give, advocate and volunteer — to improve the conditions in which they live. 

There are several charitable organizations involved in commendable grassroots activities, but do not have the wherewithal to acquire funding for their projects. United Way of Mumbai strives to not only bridge this gap but also to help in capacity building of NGOs. The endeavor is to ensure a steady stream of income for sustainable projects which aid long term community development.

United Way of Mumbai is today a leader in community impact and an acknowledged name in resource mobilization. The high degree of involvement of the Governing Board, comprising corporate CEOs, adds to the credibility of the organization’s functioning ensuring the highest standards of integrity are maintained in fund allocation and management.

In our past 6 years of association with the Standard Chartered Mumbai Marathon as the official charity partners, we are proud to have help raise the charity figures from ₹ 7.75 Crores in 2009 to ₹31.11 Crores this year, altogether raising above ₹ 83 Crores for the sector.

For more information on United Way of Mumbai, please visit www.unitedwaymumbai.org or write in to contact@unitedwaymumbai.org

THE FINANCIALS OF FUNDRAISING

The Standard Chartered Mumbai Marathon is one of the most cost effective fundraising option available for NGO’s in India. Every year through increased efficiencies and benefits that accrue from economies of scale the administrative expenses has reduced from 12.2 % of fundraising amounts to 5 % over the last 6 years of United Way of Mumbai’s partnership with the event.

It is a matter of immense pride for us that over 95% of all the amounts raised by individual fundraisers and their donors gets disbursed to the beneficiary NGO. United Way of Mumbai absorbs the payment gateway charges on all the donations received on its website to ensure 100% is disbursed to the NGO.

Our administration expenses are sustained primarily from the registration fees from the corporate challenge category (89%).

<table>
<thead>
<tr>
<th>Category</th>
<th>UWM Admin percentage</th>
<th>Payable Event fee percentage</th>
<th>Percentage of raised amount disbursed to NGO</th>
</tr>
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<tbody>
<tr>
<td>NGO registration</td>
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<td>-</td>
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<tr>
<td>Corporate Challenge</td>
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<td>86.2</td>
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<td>Charity Bibs</td>
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<td>CC employee pledge raising</td>
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</table>

* UWM Admin also includes the 2% payable to the charity commissioners PTA fund on applicable cause categories from the gross amount.
** Payable event fee is the amount that is paid to Procam International as the SCMM entry fees of participants in each category.
*** Due to payment gateway charges on online donations, actual donation amount received by UWM is lower than the amounts that are disbursed.